



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of

Inventors: T. R. COLAS, et al. Art Unit: 3622

Appln. No. 09/935,120 Examiner: Y. Retta

Filed: August 22, 2001

For: **ELECTRONIC ADVERTISEMENT SYSTEM AND METHOD**

REPLY

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

In response to the Office Action mailed July 24, 2003, the Applicants hereby respectfully request reconsideration and allowance of the above-identified application in light of the following remarks.

**RECEIVED**  
OCT 27 2003  
**GROUP 3600**

*Patricia Lewis*  
*#12/req for*  
*reconsideration*  
*10.29.03*